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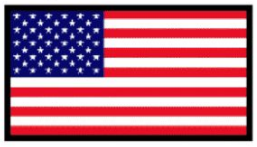
Effective for all new or revamped releases beginning December 4, 2017.



Stephen Wayne McBride Calligraphic Agency
Established 1977 - Reborn 2012

SWMCA Brands & Holding LLC.
Formerly SWMCA Catalogs

User Advice Guide

First of all we thank you for choosing to make the work(s) of SWMCA Brands & Holding LLC. as a part of your font library. We take pride in all of our Union Made in America font and typeface download products. We feel that our USA made fonts are compatible with all other SWMCA fonts as well as those by almost all other designers regardless of how professional they are. SWMCA is also very proud to truthfully say that since 2013, we've been a member of IAMPETH [The International Association of Master Penmen, Engrossers, and Teachers of Handwriting.] and more recently in 2016 we also joined Fractured Atlas and the IWW [International Workers of the World] Union, which is affiliated with the AFL-CIO. Since 2014 We have been {and still are} organized by the independent Freelancers Union, and were also a proud member of the AIGA [American Institute of Graphic Artists]...the worlds oldest artists' professional organization of it's type.

SWMCA Brands & Holding of Kansas City is proud to be associated with:

Furthermore our company is organized by the following unions:

INTERNATIONAL LABOR SOLIDARITY

Our employees have the right to choose additional labor organizations to represent their interests in the future.

We urge to to read all of the included documentation...as their has been amendments, edits and alterations to almost all it, with the changes made in the actual company itself. We hope that our fonts and typefaces meet your needs and expectations, both now and in the future.

Your EULA

Your EULA {End User License Agreement} spells out exactly how you can or can't use our products. You can use our fonts to say whatever you want in whichever creation you wish them to be in, yet this is a very vital and important document as it spells out terms regarding back-up copies, distribution (which includes disposal of equipment with SWMCA fonts installed as well as raw copies on disk, usb sticks, or other mediums) and other important information. All addendums

included are part of your EULA. Future ones also apply. You may read all of our current EULAs by going to one of our main websites and selecting "EULA AREA" in the menu. The valid EULA for your download is the one current at the time of your download. You may read all of our EULAs by going to the main website {classic or express} and selecting "EULA AREA" in the menu. For those with older downloads, both the current EULAs; as well as those from our former SWMCA Catalogs LLC, operation are available at Internet Archive.

NOTE: An EULA Area may not be furnished for special purpose company websites such as our mobile one.

You may also get previous documentation from Internet Archive. http://archive.org

Type "SWMCA" in their search engine.

"Unable to speak English" is not an excuse to ignore the EULA. They are available in every language we provide a website for, and even some we don't. If your language is not included, have your interpreter that knows English contact us and we'll work to get you an interim copy in or close to your language. For those who can't wait, SWMCA uses Google Translate; along with World Lingo and Bablefish, for most of it's translations. You are free to use any translation service you choose. We will not count this as copyright infringement, providing that your translated version has the same terms as our documentation. If you go this route, you should have a print copy made too. It should be kept with furnished documentation and goes with the equipment SWMCA fonts are installed on should it ever be sold, traded, or junked in any manner. For those who can't wait, SWMCA uses Google Translate; along with World Lingo and Bablefish, for most of it's translations. You are free to use any translation service you choose. We will not count this as copyright infringement, providing that your translated version has the same terms as our documentation. If you go this route, you should have a print copy made too. It should be kept with furnished documentation and goes with the equipment SWMCA fonts are installed on should it ever be sold, traded, or junked in any manner. The EULAs from SWMCA Brands & Holding LLC. and it's previous operation SWMCA Catalogs LLC. only apply to SWMCA made fonts or those we have the rights to. In the event that our fonts are in compilations that include works of other foundries or designers, there may also be additional EULAs. They may be of similar or totally different nature and terms than ours. Your vendor may also have their own EULA or policies. For free fonts by SWMCA, your vendor is the website you got your download from. SWMCA Brands & Holding LLC. recommends that you read all documentation provided (in your tongue)... even if it wasn't provided by us.

Speciality fonts and typefaces may have their own unique EULA. In this case the eula applies only to that particular font or typeface. All terms from our regular EULAs that have not been exempted still do apply in these cases. Specialty EULAs are available from a drop-down menu in our public websites with an EULA Area in the menu. All specialty EULAs from the previous SWMCA Catalogs operation will be replaced. The original EULAs from SWMCA Catalogs still apply if the download is branded as such.

Our fonts and typefaces may appear as OEM for out the box computerized products. The EULA that applies should be included with your equipment (or disk if it's an server or operating system) More than likely it's in written form within or included with your owners manual. If it's not, then the equipment manufacturer or program creator is responsible for any consequences for not furnishing our EULA. This company assumes no responsibility for crashed or ruined equipment on OEM provisions. Please make sure such equipment or programs have a warranity BEFORE you buy them.

For Lease and Rent-to-Own clients:

Important notes regarding the leasing of fonts designed by SWMCA:

One of the more recent ways to get the fonts you want is by lease and rent to own. If you use a font leasing service to use our fonts, then none of the EULAs by SWMCA will apply to your usage, providing they are authorized by us to rent out our fonts. If you have chosen this options, then the contract you agreed upon with your leasing firm will be your EULA. In the case of "rent to own" our EULA, or select parts of it may apply once the font has been paid off. You still may not redistribute or make mimic versions of such fonts or typefaces unless you orbtain prior written consent from SWMCA

Our Pirates' & Bootleggers' EULA will apply to all fonts rented out by those not approved by us.

One of the major conveniences of font leasing is not having to download the fonts or deal with the EULA. Most of these services are of the subscription type which one monthly or annual fee covers every font they offer, no matter who made it or what the retail prices would otherwise be. Because SWMCA has no control over the price structure of such operations, we cannot give reimbursements or discounts on rented fonts, even if we earmarked them as free or offered them at a lower price. They determine their own rates which is beyond our control, so SWMCA will assume absolutely no responsibility whatsoever for what they offer or charge for their services. We cannot return deposits, taxes, or other fees either. All SWMCA fonts provided for rental are union made.

Buying by Brand

FREE FONTS:
SWMCA offers a variety of free fonts that includes some unique typefaces as well as our very own SWMCA Schoolhouse line. Even if you can't afford to buy fonts online you can still have a decent choice of our wonderful SWMCA fonts. All fonts labeled as demo or sampler [usually in their titles] are also "freebies". It should be noted however, that SWMCA has plans to offer more formats such as embroidery formats for sewing machines, etc., and these ARE NOT free. Only Only dealers flagged under the brand American Font Smorgasbord offer our free products. Every SWMCA font online is available in these two formats regardless of if they're free or not. All other formats are toll. SWMCA tries very hard to keep it's hand-designed toll fonts among the lowest priced in the graphics industry for those we cater to, and is on the constant lookout for both new & under-served markets. Our free products will not have nearly as many glyphs [characters] as the paid product. Number of formats available and languages supported is limited. Even with extensions you may buy for the additional format, all characters in the font still may not be included as in the toll version. Limited testing was done compared to our paid product. Licensing is not as liberal for our free products, and what is provided is limited. If the words *Sampler* or *Demo* are part of the name, it's a free font. We rarely offer free typefaces, just mostly fonts when it comes to the freebies.

BUDGET FONTS:
These are good fonts that might not "move" if marketed in the main product line. Sometimes an abbreviated version of a popular SWMCA font is made. An abbreviated version has more characters than a free font, but less that the full toll version. Also, these are refined more than the free product, but not nearly as much as a full font. You can say these join our free fonts in being loss leaders. Budget priced typefaces are available, but our offering of this are sometimes limited. Donation required downloads are also considered budget fonts.

MID-RANGE & UPPER RANGE:
Many designers don't offer a budget font line; but of those that do..., often our mid-range prices [and even some of our upper range lines] are cheaper than their budget prices. So you can have one of our fonts for up to 50% (or more) less than those similar to our offerings. These fonts are marketed under our HappyMyde Fontz brand name, which replaces our former SWMCA Catalogs brand.. These are full line fonts with all availible characters and language normally offered as a complete font. If it has additional languages we normal don't offer such as Arabic or Japanese alphabets, it's a upper range font.

FONT LEASING & RENT to OWN: These are our G&PLTA dealers. G&PLTA stands for Generic & Plain Label Typographic Arts. This is our custom division. Since all leased and rent-to-own fonts and

typefaces are custom made to the vendors specifications, these are G&PLTA dealers. Some direct download companies such as Letterhead Fonts, which tailors fonts and typefaces to their own specs and adds security functions of unique nature to their downloads are also considered G&PLTA dealers too. It's important to remember that SWMCA fonts and typefaces ARE NOT FREE WITH THIS OPTION, even if our American Font Smorgasbord division offers them for free. Almost all of the font lease and rent-to own options online are cloud based and require a subscription or monthly fee no matter what fonts are chosen. We can't control their prices.

FARM, RANCH, COUNTRY CRAFTS:
These are marketed as Ozarktown Promotions. These fonts have completely different kerning and spacing from our normal line. Stencils are only offered under this brand.

TATTOO:
My OK Flash offers unique tattoo designs. It is not a font dealer, although fonts may be offered at outlets co-branded with one of our other brands.

Registration of your download

Upon purchase you should register your SWMCA download in case it ever needs replacing. We do not offer our mailings (electronic or snail) to solicitors. You must read your EULA to do this. How to do it will not be at the beginning or very end of any document making up the EULA. It's not included in this user guide either. For those choosing not to register, recalled items are not availible without charge. If you don't wanna read the EULA, have 'lost' your registration number, or just too lazy to fool with registration. may we suggest that you go to our main website in either classic or express and select "RECALL INFORMATION" from the menu every so often for the most current fee schedule. For those wishing to ignore our EULA altogether, you may wish to retain an attorney to give you a brush up on copyright and intellectual property law.

Freelancers Union Addendum

This addendum was available in two versions. One for union made and the other for non-union made fonts. All downloads for fonts made BEFORE September 5, 2014 are non-union fonts while newly introduced fonts on or after that date are union-made fonts. This applies to both the American Font Smorgasbord offerings as well as the now discontinued SWMCA Catalogs brand. Fonts that are non-union may become a union-made font once they've been reworked, edited, or revised in an approved manner. For these, it is union made ONLY for downloads made after the posted date on the Union label Certificate. Prior downloads and versions are still non-union products. Beginning in 2017, our dealer-brokers will no longer be permitted to offer our non-union products which are being permanently replaced and discontinued. If you have these installed, you may still use them. If you got only ONE version of this addendum, you should read it fully. If you get BOTH versions of this addendum, you should read the one for UNION fonts fully, and then the FIRST paragraph of the non-union one. The rest of the material is identical. Some of this was aimed at vendors and re-sellers, but

other parts apply to everyone using or in possession of SWMCA fonts. This addendum is now opsolete and no longer placed in our documentation as a stand-alone. We are also organized by the IWW (or The Industrial Workers of the World) now. Rather than drafting a new document, we decided to just include it where appropriate in our EULAs. All future addendums included along with this User Advice Guide are a part of your EULA.

V.A.T. Addendum

This addendum applies only to the member nations of the European Commission at this time. If your area uses V.A.T. (or Value Added Tax for short) as an method of taxation you may wish carefully to read and hold on to this documentation as V.A.T. is subject to be charged for future online sales for your jurisdiction. Just because V.A.T. isn't charged now for online sales within your area doesn't mean it won't be in the future. Those of you where V.A.T. is used for taxation may still acquire our fonts from us at SWMCA Catalogs LLC., but only providing that V.A.T. is NOT levied on internet sales. It may still be charged on any copies not orbtained from direct online downloads. The VAT Addendum continues to be a stand-alone document because it only applies to certain parts of our market area.

Shopping from the European Union

SWMCA European Sales ALL PRICES INCLUDE VAT CHARGE

Those from *European Commission* member nations CAN NOT BUY from SWMCA, instead you MUST buy from our wholly owned subsidiary *SWMCA European Sales* or another government approved "Mini One-Stop Shop". *ITS THE LAW, PUNISHABLE BY FINE and/or IMPRISONMENT!!!*

If you buy from our own *SWMCA European Sales* division, V.A.T. is included in all of the prices unless otherwise stated. This may not be true for other enities including those that have been authorized by SWMCA to distribute our offerings. Sadly for European customers even free fonts may still have a V.A.T. charge. We at SWMCA both regret this and pray that it's not that way indefinitely. Please be understanding in the fact that we must observe all the laws and customs of every nation that our products are sold or distributed in to the best of our ability; *yes, even if we DON'T agree with them.*

Many of our dealer-brokers automatically collect the V.A.T. at checkout. This may not be true for all dealer-brokers or other entities that have been authorized by SWMCA to distribute our offerings. We do not collect V.A.T. for rent-to-own and lease operations. It is the responsibility of the leasing agent to do so. Free fonts may still have a V.A.T. charge. The end consumer(s) is/are totally liable for V.A.T. (or any other levies) for EVERY copy in their possession that is unauthorized by this company.

Part number reference:

The amount of numbers may vary depending on your download, but these are the ones identical to all SWMCA fonts. Some have been retired but may be reassigned in the future.

Part Number:	Item Assigned:
1.	This guide.
2.	General EULA [Replaced by parts 12 & 13.]
3.	Freelancers Union Font Addendum for Union Fonts [Discontinued. Now included in parts 12 & 13.]
4.	Freelancers Union Font Addendum for Non-Union Fonts [NO LONGER AVAILABLE]
5.	V.A.T. Addendum
6.	Specialty EULA [If so equipped]
7.	Original Style Guide for Union Label Certificates [NO LONGER AVAILABLE]
8.	EULA Error Correction [NO LONGER AVAILABLE]
9.	Read EULA Reminder [to be retired soon]
10.	Documentation Q-R scan sheet
11.	Revised Union Label Certificate Style Guide
12.	Standard EULA for Consumers

Part Number:	Item Assigned:
13.	Commercial EULA
14.	Revised Union Label Certificate
15. thru 23.	Reserved for future use.
24. and up:	Your font or typeface.

For single font downloads, the *font name* is a part of each part number and for typefaces a/k/a font families; which are multiple fonts in a single download, *the name of the font family* should be used instead.